

Claims

What is claimed is:

- 1 1. A method for tracking behavior comprising:
2 enabling a customer to view a plurality of online accounts; and
3 enabling the customer to access the online accounts.
- 1 2. The method of claim 1 further comprising:
2 tracking the transaction history of each account.
- 1 3. The method of claim 2 further comprising:
2 providing flexible reporting to track customer events.
- 1 4. The method of claim 3 wherein
2 the customer events are customer transactions.
- 1 5. The method of claim 3 wherein
2 the customer events are customer purchases.
- 1 6. The method of claim 3 further comprising:
2 providing targeted email campaigns to the customer.
- 1 7. The method of claim 3 further comprising:

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2 providing rewards to the customer based on the tracked customer events.

1 8. An article of manufacture comprising a computer readable memory having
2 computer readable program code embodied thereon, which, when executed by a
3 processing system, causes the system to perform the steps of tracking customer
4 behavior, said computer readable program code comprising:

5 computer readable program code means for enabling a customer to view
6 a plurality of online accounts; and

7 computer readable program code means for enabling the customer to
8 access the online accounts.

1 9. The article of claim 8 further comprising:

2 computer readable program code means for tracking the transaction
3 history of each account.

1 10. The article of claim 9 further comprising:

2 computer readable program code means for providing flexible reporting to
3 track customer events.

1 11. The article of claim 10 wherein

2 the customer events are customer transactions.

1 12. The article of claim 10 wherein

2 the customer events are customer purchases.

1 13. The article of claim 10 further comprising:

2 computer readable program code means for providing targeted email
3 campaigns to the customer.

1 14. The article of claim 10 further comprising:

2 computer readable program code means for providing rewards to the
3 customer based on the tracked customer events.

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